

02-Oct-91

ANNUAL CATEGORY SHARES

Price Value

Prorate 1991 estimate of
115.8 billion up to 130.2
billion (see page 3)

YEAR	NON-MENTHOL			MENTHOL			TOTAL PRICE VALUE							
	85's	100's	Tot.	85's	100's	Tot.	85's	100's	NF	Tot.	Generic	Branded	25's/30's	Price Off Sub Generic
INDUSTRY VOLUME (IN 000,000)														
1970	0	0	0	0	0	0	0	0	0	0	0	0	0	0
1971	0	0	0	0	0	0	0	0	0	0	0	0	0	0
1972	0	0	0	0	0	0	0	0	0	0	0	0	0	0
1973	0	0	0	0	0	0	0	0	0	0	0	0	0	0
1974	0	0	0	0	0	0	0	0	0	0	0	0	0	0
1975	0	0	0	0	0	0	0	0	0	0	0	0	0	0
1976	0	0	0	0	0	0	0	0	0	0	0	0	0	0
1977	0	0	0	0	0	0	0	0	0	0	0	0	0	0
1978	0	0	0	0	0	0	0	0	0	0	0	0	0	0
1979	0	0	0	0	0	0	0	0	0	0	0	0	0	0
1980	185	62	247	0	0	0	185	62	0	247	247	0	0	0
1981	2,130	376	2,506	251	63	313	2,381	439	0	2,819	2,819	0	0	0
1982	2,925	1,805	4,730	747	436	1,182	3,672	2,240	0	5,912	5,912	0	0	0
1983	9,237	6,556	15,793	2,205	1,788	3,993	11,443	8,344	60	19,846	17,402	2,145	298	
1984	12,654	13,253	25,907	3,478	3,658	7,136	16,132	16,911	60	33,103	26,087	2,339	4,678	
1985	15,759	17,068	32,827	4,698	5,650	10,348	20,458	22,717	238	43,413	27,475	8,207	7,731	
1986	16,643	22,521	39,164	5,179	6,867	12,046	21,822	29,388	582	51,792	25,023	15,654	11,057	58
1987	17,101	27,134	44,235	5,130	8,094	13,225	22,231	35,228	855	58,314	22,516	24,739	9,691	1,368
1988	17,571	29,508	47,079	5,129	8,869	13,998	22,700	38,377	948	62,025	18,240	33,744	6,694	3,347
1989	25,028	34,452	59,480	6,317	10,943	17,260	31,344	45,395	1,257	77,996	14,451	49,984	4,765	3,875
1990	32,039	44,667	76,706	7,671	14,141	21,812	39,762	58,808	1,826	100,375	18,837	54,373	3,757	5,166
1991	34,385	49,368	83,753	10,692	19,579	30,271	45,077	68,946	1,778	115,801	20,824	57,342	2,793	7,771
1992	36,850	52,353	89,204	12,001	22,274	34,275	48,851	74,627	1,833	125,311	19,812	61,368	2,377	7,875
1993	39,565	55,804	95,369	13,408	24,481	37,889	52,974	80,284	1,820	135,078	19,208	66,198	2,060	7,329
1994	40,684	57,313	97,998	15,752	27,828	43,580	56,436	85,142	1,822	143,400	18,824	69,738	1,868	6,866
1995	41,769	58,623	100,392	17,920	31,092	49,012	59,689	89,715	1,822	151,226	18,448	73,062	1,731	6,423

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